



United States
Department of
Agriculture

Forest Service
Washington
Office

12th & Independence Ave., SW
P.O. Box 2417
Washington, DC 20013

Reply to: 3110 Fire Prevention

Date: JUN. 15 1981

Subject: 1982 CFFP Order Form

To: Regional Foresters; Area Directors; Station Directors;
State Foresters; Bureau Chiefs, Department of the Interior;
and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, DC, AUGUST 28

USE THIS FORM, with the enclosed campaign guide, to order all your 1982 cooperative forest fire prevention materials. Prices quoted are our best estimate of break-even costs and include prepaid delivery charges.

STATES should send their orders to the appropriate Region or Area office for transmittal to Washington.

As in the past, orders will be accepted in Standard packs ONLY.

This year we are unable to purchase items from Smokey Bear licensees. Items identified by asterisk (*) will be obtained through the competitive bid process and contracts awarded. If we have difficulty in delivering these items, you will be notified of the cancellation. Credit lines will not be available.

Materials ordered will be obligated against FY 1982 funds. The WO will request transfer of the full amount obligated early in FY 1982.

Please contact Donald T. Hansen (703) 235-8023 if you have questions relating to your 1982 order.

JOHN H. OHMAN
Acting Deputy Chief

Enclosure



\$30,000

1
2
3

ORDER FORM
1982 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

ORDERS DUE BY AUGUST 28, 1981

FROM: _____ Telephone: _____
(Name, Title, Agency, or Organization)

SHIP ORDER TO: _____

(NOTE: Use Freight Address Only; NO P.O. Boxes Please)

1982 Item No.	Description	Quantity 1/	No. of Std. Pk.	Price/ Std. Pk.	Total \$\$\$
1a	Basic Poster, 13" x 18½", paper, std. pk. 500 ^{10% = 2,600}	85%		49	
1b	Basic Poster, 13" x 18½", cardboard, std. pk. 250 ... ^{1690 65%}			25	
2	School Poster, 7" x 10", paper only, std. pk. 500 ... ⁷⁵⁰			17	
3	Sticker, 4" x 6½", std. pk. 500 ⁶⁰⁰			26	
4a	Range Poster, 18½" x 13", paper, std. pk. 200 ^{2,600 = 52,000}			45	\$25,500
4b	Range Poster, 18½" x 13", cardboard, std. pk. 200 ... ¹⁰⁰⁰			45	
5a	Debris Burning, 13" x 18½", paper, std. pk. 200..... ^{300 3,000}			37	
5b	Debris Burning, 13" x 18½", cardboard, std. pk. 200.. ^{1000 1,000}			37	
6	Special Poster, Insects, 20" x 30", std. pk. 200..... ^{17,850 6,000}			25	
7	Special Poster, Flowers, 20" x 30", std. pk. 200 ^{6,000}			25	
8	Special Poster, Animals, 20" x 30", std. pk. 200.... ^{2,600 6,000}			25	
9	Teaching Aid, Game, 19" x 24", std. pk. 100 ^{100% 2,600}			35	
10a	Stamps, color, block of 4, std. pk. 1,000 ⁶⁰⁰			24	
10b	Stamps, black & white, block of 4, std. pk. 1,000... ⁶⁰⁰			18	
11	Sticker, Emergency Phone numbers, std. pk. 500 ⁶⁰⁰	10%		26	3,000
12	Bookmark, std. pk. 500 ⁶⁰⁰			5	
13	Teacher's Aid, (16-pages), std. pk. 100 ^{3,000}			80	\$1,500
14	Foldout Pamphlet, std. pk. 1,000 ⁷⁵⁰	5%		45	
15	"Smokey the Bear" Song Sheet, std. pk. 1,000.....			15	
16	Wallet Card, std. pk. 1,000.....	100%		11	\$30,000
17	Teacher's kit (folder and 3 items), std. pk. 100..			48	

1982 Item No.	Description	Quantity 1/	No. of Std. Pk.	Price/ Std. Pk.	Total \$\$\$
18a	"True Story" Comic (English version), std. pk. 500			51	
18b	"True Story" Comic (Spanish version), std. pk. 500			51	
19	"Junior Forest Ranger Handbook," std. pk. 400.....			53	
20	"You and Forest Fires," std. pk. 1,000.....			108	
21	Note Pad, 5" x 8", std. pk. 25.....			8	
22	Coloring Sheet, std. pk. 500			7	
23	*Pen, (two-color), std. pk. 100.....			30	
24	*Pencil, (two-color), std. pk. 250.....			31	
25	Name Tag, adhesive back, std. pk. 1,000.....			14	
26	Wall Calendar, std. pk. 25.....			31	
27	*Pocket Planner, std. pk. 500.....			125	
28	Placemat, paper, std. pk. 1,000.....			64	
29	*Button, "Join Smokey's Campaign", std. pk. 500...			78	
30	*Balloon, std. pk. 500.....			25	
31	*Litterbag, plastic, std. pk. 1,000.....			45	
32a	"Make Campfires Safe" Folder, std. pk. 1,000.....			22	
32b	"Safe Debris Burning" Folder, std. pk. 1,000.....			22	
32c	"Fire Safety Outdoors" Folder, std. pk. 1,000.....			22	
33	*Patch, "Join Smokey - Prevent Forest Fires", std. pk. 25.....			35	
34	Sign, reflective, 5'0" x 7'6" (price is each).....			275	
35a	Sign, reflective, 44" x 16", "Prevent Forest Fires" (each).....			30	
35b	Sign, reflective, 44" x 16", "Prevent Range Fires" (each)			30	
36	Fire Danger Adjectives, reflective (price per set of 5).....			45	
37a	Fire Danger Smokey Poster, left hand (each)			20	
37b	Fire Danger Smokey Poster, right hand (each).....			20	

* Contract to be awarded (refer to representative sample shown in campaign guide).

1/ Whole number

CHARGE APPROPRIATION _____

TOTAL VALUE OF ORDER _____



United States
Department of
Agriculture

Forest Service
Washington
Office

12th & Independence Ave., SW
P.O. Box 2417
Washington, DC 20013

Reply to: 3110 Fire Prevention

Date: JUN. 15 1981

Subject: 1982 CFFP Order Form

To: Regional Foresters; Area Directors; Station Directors;
State Foresters; Bureau Chiefs, Department of the Interior;
and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, DC, AUGUST 28

USE THIS FORM, with the enclosed campaign guide, to order all your 1982 cooperative forest fire prevention materials. Prices quoted are our best estimate of break-even costs and include prepaid delivery charges.

STATES should send their orders to the appropriate Region or Area office for transmittal to Washington.

As in the past, orders will be accepted in Standard packs ONLY.

This year we are unable to purchase items from Smokey Bear licensees. Items identified by asterisk (*) will be obtained through the competitive bid process and contracts awarded. If we have difficulty in delivering these items, you will be notified of the cancellation. Credit lines will not be available.

Materials ordered will be obligated against FY 1982 funds. The WO will request transfer of the full amount obligated early in FY 1982.

Please contact Donald T. Hansen (703) 235-8023 if you have questions relating to your 1982 order.

JOHN H. OHMAN
Acting Deputy Chief

Enclosure



ORDER FORM
1982 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

ORDERS DUE BY AUGUST 28, 1981

FROM: _____ Telephone: _____
(Name, Title, Agency, or Organization)

SHIP ORDER TO: _____

(NOTE: Use Freight Address Only; NO P.O. Boxes Please)

1982 Item No.	Description	Quantity <u>1/</u>	No. of Std. Pk.	Price/ Std. Pk.	Total \$\$\$
1a	Basic Poster, 13" x 18½", paper, std. pk. 500			49	
1b	Basic Poster, 13" X 18½", cardboard, std. pk. 250 ...			25	
2	School Poster, 7" x 10", paper only, std. pk. 500 ...			17	
3	Sticker, 4" x 6½", std. pk. 500			26	
4a	Range Poster, 18½" x 13", paper, std. pk. 200			45	
4b	Range Poster, 18½" x 13", cardboard, std. pk. 200 ...			45	
5a	Debris Burning, 13" x 18½", paper, std. pk. 200.....			37	
5b	Debris Burning, 13" x 18½", cardboard, std. pk. 200 ..			37	
6	Special Poster, Insects, 20" x 30", std. pk. 200.....			25	
7	Special Poster, Flowers, 20" x 30", std. pk. 200			25	
8	Special Poster, Animals, 20" x 30", std. pk. 200.....			25	
9	Teaching Aid, Game, 19" x 24", std. pk. 100			35	
10a	Stamps, color, block of 4, std. pk. 1,000			24	
10b	Stamps, black & white, block of 4, std. pk. 1,000...			18	
11	Sticker, Emergency Phone numbers, std. pk. 500			26	
12	Bookmark, std. pk. 500			5	
13	Teacher's Aid, (16-pages), std. pk. 100			80	
14	Foldout Pamphlet, std. pk. 1,000			45	
15	"Smokey the Bear" Song Sheet, std. pk. 1,000			15	
16	Wallet Card, std. pk. 1,000			11	
17	Teacher's kit (folder and 3 items), std. pk. 100..			48	

1982 Item No.	Description	Quantity 1/	No. of Std. Pk.	Price/ Std. Pk.	Total \$\$\$
18a	"True Story" Comic (English version), std. pk. 500			51	
18b	"True Story" Comic (Spanish version), std. pk. 500			51	
19	"Junior Forest Ranger Handbook," std. pk. 400.....			53	
20	"You and Forest Fires," std. pk. 1,000.....			108	
21	Note Pad, 5" x 8", std. pk. 25.....			8	
22	Coloring Sheet, std. pk. 500			7	
23	*Pen, (two-color), std. pk. 100.....			30	
24	*Pencil, (two-color), std. pk. 250.....			31	
25	Name Tag, adhesive back, std. pk. 1,000.....			14	
26	Wall Calendar, std. pk. 25.....			31	
27	*Pocket Planner, std. pk. 500.....			125	
28	Placemat, paper, std. pk. 1,000.....			64	
29	*Button, "Join Smokey's Campaign", std. pk. 500...			78	
30	*Balloon, std. pk. 500.....			25	
31	*Litterbag, plastic, std. pk. 1,000.....			45	
32a	"Make Campfires Safe" Folder, std. pk. 1,000.....			22	
32b	"Safe Debris Burning" Folder, std. pk. 1,000.....			22	
32c	"Fire Safety Outdoors" Folder, std. pk. 1,000.....			22	
33	*Patch, "Join Smokey - Prevent Forest Fires", std. pk. 25.....			35	
34	Sign, reflective, 5'0" x 7'6" (price is each).....			275	
35a	Sign, reflective, 44" x 16", "Prevent Forest Fires" (each).....			30	
35b	Sign, reflective, 44" x 16", "Prevent Range Fires" (each)			30	
36	Fire Danger Adjectives, reflective (price per set of 5).....			45	
37a	Fire Danger Smokey Poster, left hand (each)			20	
37b	Fire Danger Smokey Poster, right hand (each).....			20	

* Contract to be awarded (refer to representative sample shown in campaign guide).

1/ Whole number

CHARGE APPROPRIATION _____

TOTAL VALUE OF ORDER _____

SMOKEY'S

1982 CAMPAIGN



**CONSOLIDATED
ORDERS
DUE
IN
WASHINGTON, D.C.
BY
AUGUST 28, 1981**

Cooperative Forest Fire Prevention

Your State Forester and U.S. Department of Agriculture, Forest Service

Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year's theme is "Think, Think, Think, Thanks."



82-CFFP-1 Basic Poster - 13" x 18½". This basic theme will be carried throughout the entire campaign, including radio and TV. Order (1a) for indoors and (1b) for outdoors.

82-CFFP-2 School Poster - 7" x 10". (Same as basic poster.) Paper only.

82-CFFP-3 Sticker - 4" x 6½". (Same as basic poster.) A pressure-sensitive, adhesive-back design.

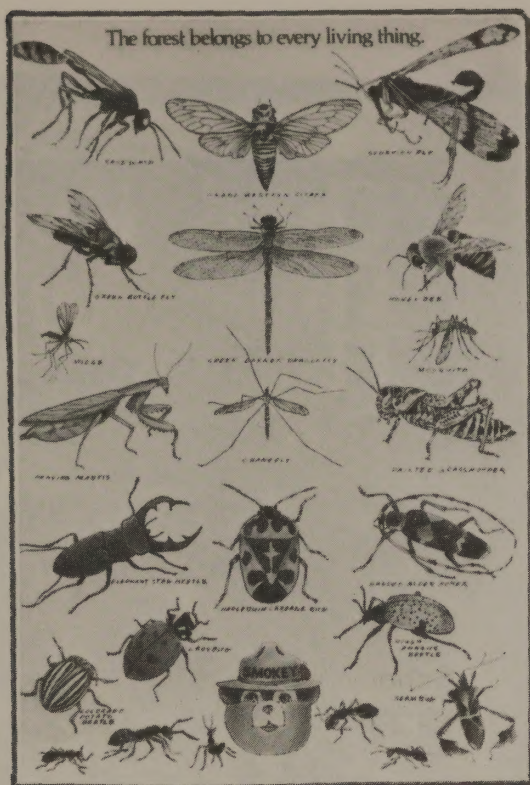


Make wildfires a thing of the past.

82-CFFP-4 Range Poster - 18½" x 13". Another classic, showing the destructive force of fire in non-forested areas. Order (4a) for indoors and (4b) for outdoors.



82-CFFP-5 Debris Burning - 13" x 18½". Focuses attention on problem of wildfires caused by escaped debris fires. Order (5a) for indoors and (5b) for outdoors.



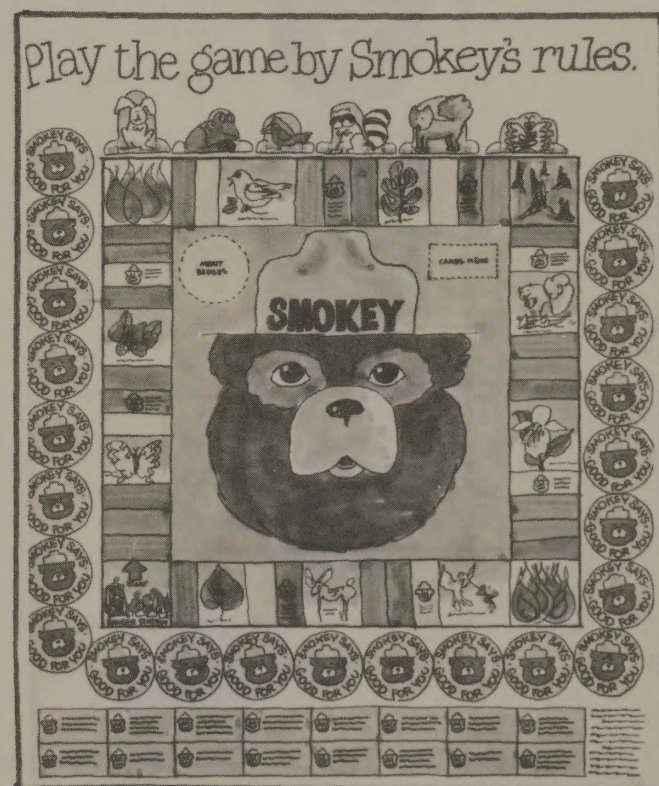
82-CFFP-6 Special Poster - 20'' x 30''.
Insects.



82-CFFP-7 Special Poster - 20'' x 30''.
Flowers.



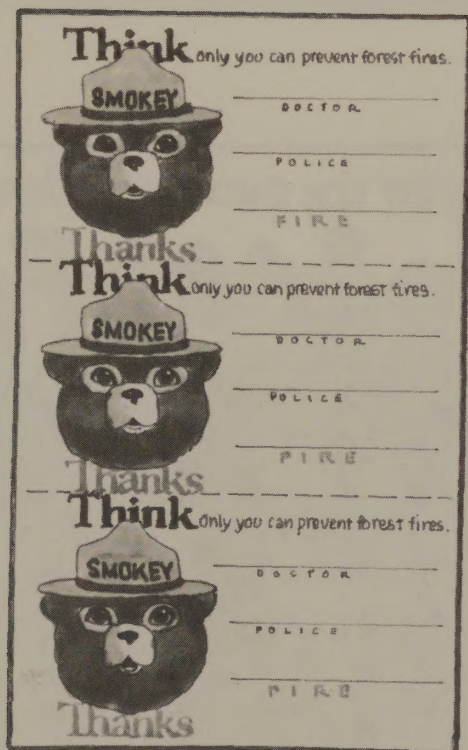
82-CFFP-8 Special Poster - 20'' x 30''.
Animals.



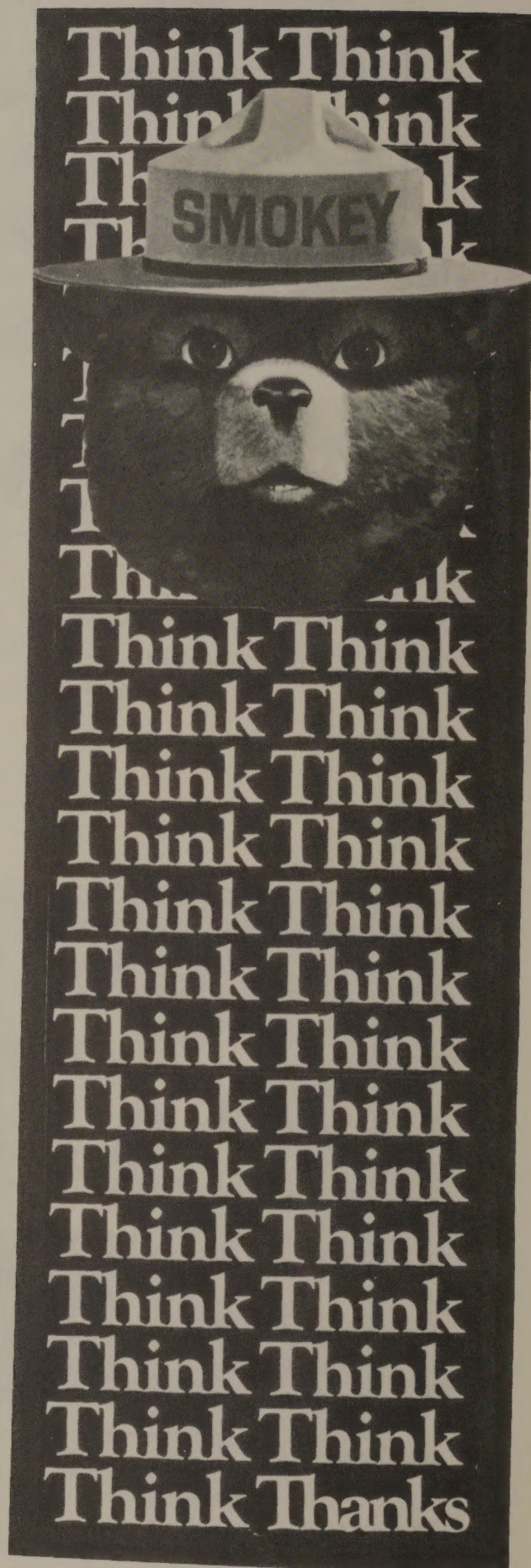
82-CFFP-9 Teaching Aid - Smokey Bear
Board Game (19'' x 24'') in full color.
Merit badges, playing cards and players
to be cut-out. Game rules and board
activities teach lessons on fire
prevention. An ideal handout for
teachers.



82-CFFP-10 Stamps - Block of four, gummed and perforated. Order (10a) for color and (10b) for black and white.



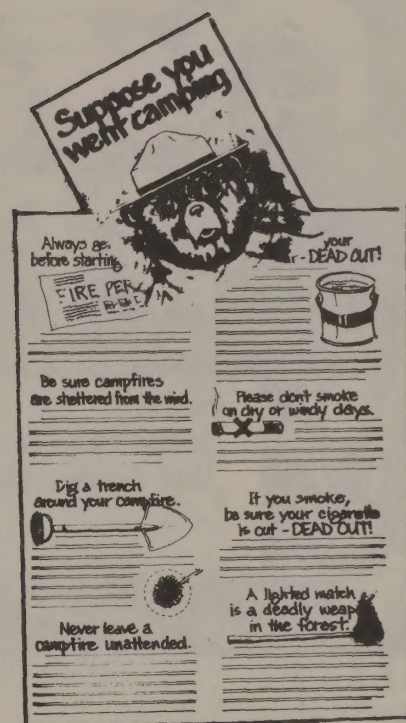
82-CFFP-11 Sticker - Emergency Telephone Numbers - a pressure-sensitive, adhesive-back design.



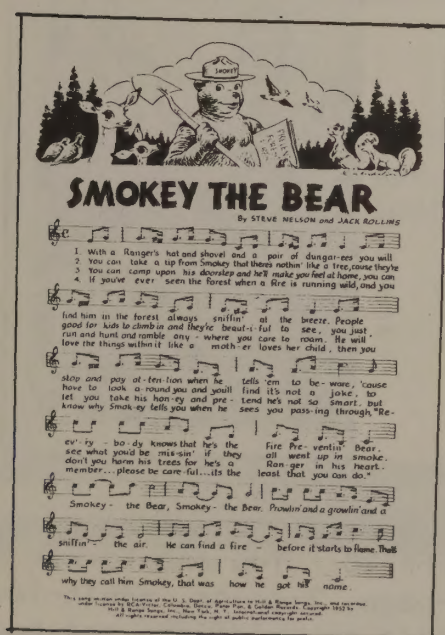
82-CFFP-12 Bookmark.



82-CFFP-13 Teacher's Aid - A children's play entitled "Smokey & His Friends." 16-page full-color script includes full-face mask of Smokey and his friends (deer, rabbit, tree, etc.). Gives tips on how to present play and teaches a lesson on fire prevention.



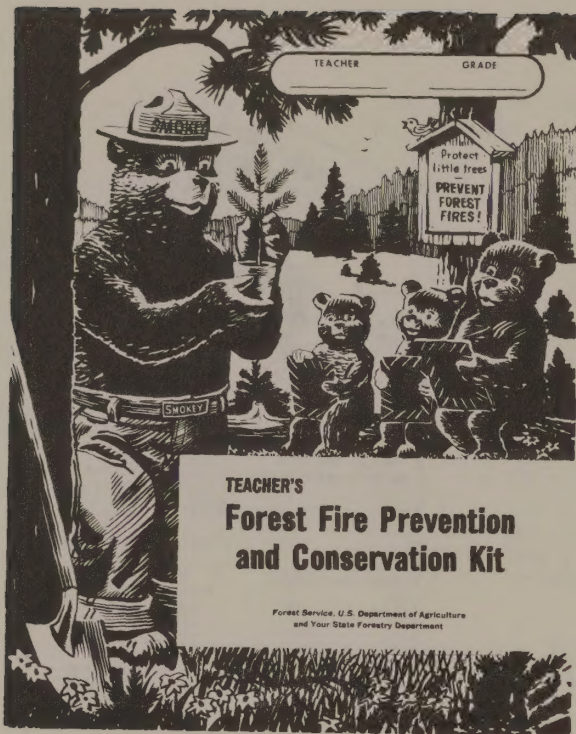
82-CFFP-14 Foldout Pamphlet. Front cover shows Smokey asking "Suppose you went camping. . ." Pamphlet reminds everyone of important forest fire prevention measures. Excellent letter stuffer, inexpensive handout for schools, youth groups, and organizations.



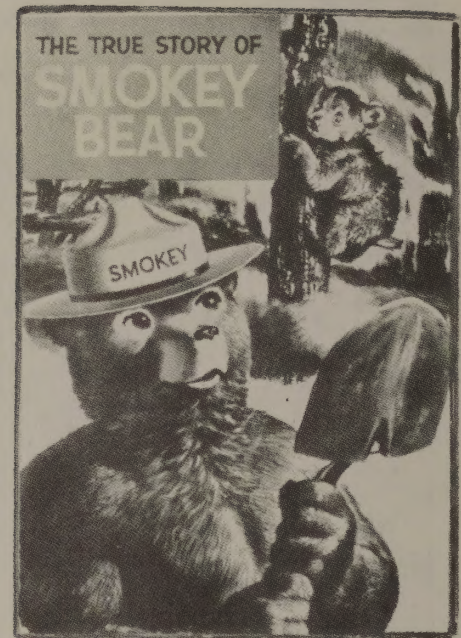
82-CFFP-15 "Smokey the Bear" Song Sheet - Conservation pledge on reverse. An inexpensive handout for schools, youth groups.



82-CFFP-16 Wallet Card - A handout item for field or public appearance contacts.



82-CFFP-17 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classroom.



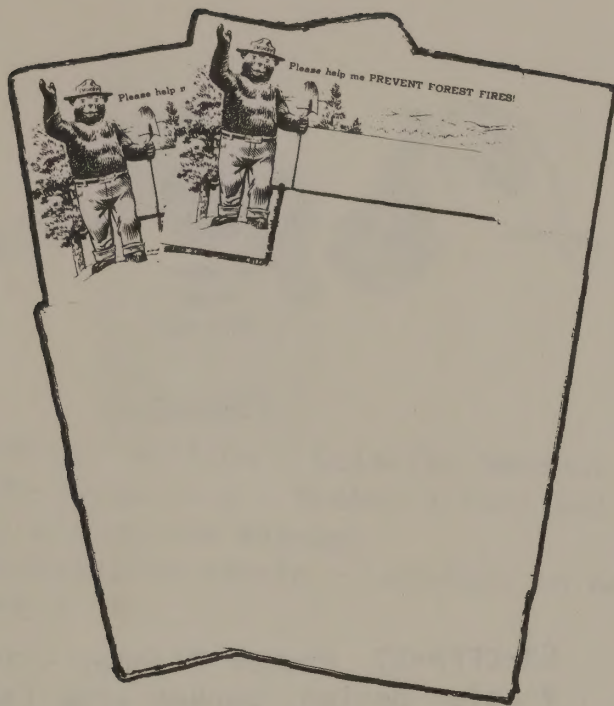
82-CFFP-18 "True Story" Comic Book - the popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups. (18a) English version, (18b) Spanish version.



82-CFFP-19 "Junior Forest Ranger Handbook" - a workbook for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention. (New size 5¼" x 8½".)



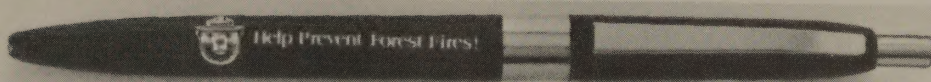
82-CFFP-20 "You and Forest Fires" - a 16-page, 2-color, adult-level pamphlet on wildfires and how they affect people. (Slightly revised May 1980.)



32-CFFP-21 Notepad - Include a simple fire prevention reminder with your informal correspondence. (5" x 8", 50 sheets/pad.)



82-CFFP-22 Coloring sheet. (8½ x 11").



82-CFFP-23 Pen - Retractable with ink filler and imprinted message. (Representative sample - contract to be awarded.)



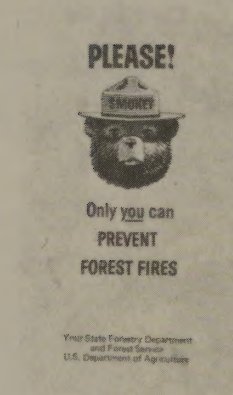
32-CFFP-24 Pencil - Round wood barrel with eraser and imprinted message. (Representative sample - contract to be awarded.)



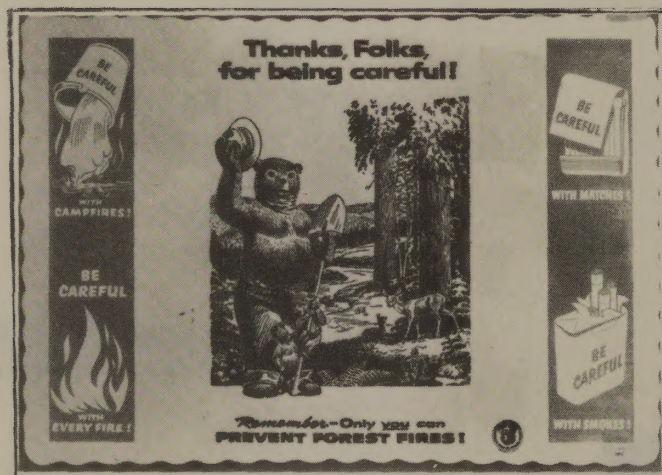
82-CFFP-25 Name Tag - 3½" x 2 3/8", comes in packs of 1,000, pressure-sensitive adhesive on back.



82-CFFP-26 Calendar 14" x 19½" with fire prevention illustration and story underneath the calendar pad. Theme - "Trees give us many things. . . Prot them".



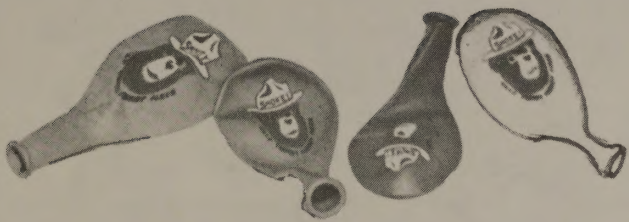
82-CFFP-27 Pocker Planner - 1982, 2-color design, pocket size (3½" x 5½"). (Representative sample - contract to be awarded.)



82-CFFP-28 Placemat - Use this attractive paper placemat at community dinners, church socials, etc.



82-CFFP-29 Button - "Join Smokey's Campaign." Excellent handout. (Representative sample - contract to be awarded)



82-CFFP-30 Balloon - Colorful handout for the youngsters. Smokey's face and a fire prevention message.
(Representative sample - contract to be awarded.)



82-CFFP-31 Litterbag - poly plastic, 9" x 12", printing on both sides.
(Representative sample - contract to be awarded.)



82-CFFP-32a,b,c, "How to" Folders - Helpful tips with illustrations. Order 32a for "Make Campfire Safe," (32b) for "Safe Debris Burning," and (32c) for "Fire Safety Outdoors."



82-CFFP-33 "Join Smokey - Prevent Forest Fires" - 3" x 4", embroidered patch.
(Representative sample - contract to be awarded.)

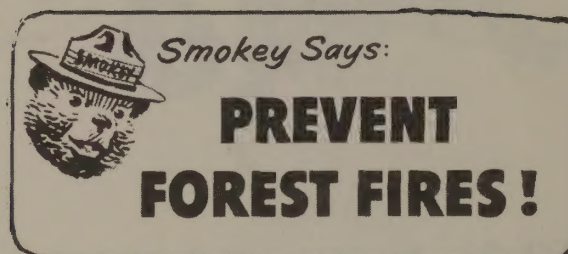


82-CFFP-34 Sign 5'0" x 7'6", reflective 8-color, on aluminum. (NOT FOR FREE DISTRIBUTION)

FIRE DANGER ADJECTIVES

(Construction plans of fire danger sign furnished with each order of fire danger adjectives)

82-CFFP-36 Fire Danger Adjectives - for standard Fire Danger Sign, 32" x 13" reflective, adhesive back, (set of 5) (for 2-way sign, order 2 sets). (NOT FOR FREE DISTRIBUTION)



82-CFFP-35 Sign 44" x 16", reflective 2-color, on aluminum, (35a) "Prevent Forest Fires" and (35b) "Prevent Range Fires."



82-CFFP-37 a&b, Smokey Bear Poster for standard Fire Danger Sign, 5'8" tall. Full color. Order (37a) for shovel in left hand, (37b) for shovel in right hand. For 2-way sign order 1 of each. (NOT FOR FREE DISTRIBUTION)

Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Think
Think Think Thanks



SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Remember-
Only you can
**PREVENT
FOREST FIRES!**

Dear Friend:

For over 35 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1982.

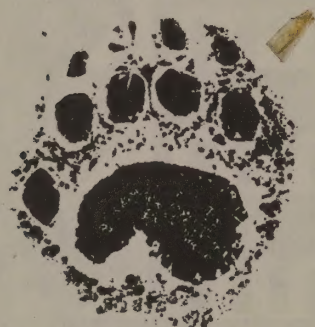
This guide describes the material prepared for my 1982 campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than \$55 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help.
REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your Friend,



S M O K E Y